

CASE STUDY

LIV-EX

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THE FINE WINE MARKET

Brief

Intangible Business was asked by Liv-ex to help develop some analytical tools to assist professional buyers in their decisions to buy and sell fine wine. The purpose of these analytical tools was to leverage and add value to Liv-ex's wealth of data in the fine wine market.

Liv-ex operates the global marketplace for fine wine. It makes fine wine trading more transparent, efficient and safe for the benefit of its members and the market as a whole. Liv-ex is the only transaction-based source of real-time and historic market data and Liv-ex members have access to 50 million lines of real time and historic price data with 60,000 price updates daily.

Approach

Intangible Business worked closely with Liv-ex to develop an online "fair value" tool to assess relative value in the fine wine market using regression analysis. Intangible Business worked with Liv-ex senior management, external clients and internal research, sales, software development and marketing teams to develop and market the research tool. "Fair value" analysis was designed to be easy to understand and to use without any detailed knowledge of statistics. Feedback from external members and the internal sales team was extremely positive.

Statement by James Miles

"I very much appreciate the hard work and commercial insight from Intangible Business in working with us to enhance the value of our data to members. Intangible Business are pleasant to work with and bring a range of technical and commercial skills which makes them a valuable business partner to Liv-ex as we continue to grow".

James Miles, Co-founder and Managing Director, Liv-ex Ltd

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INTANGIBLE
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fine wine

Intangible Business Limited